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Japanese drive for fleet sales

Bigger car supply opens fat market

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Japanese car importers are worrying domestic automakers again, this time by flinging down the gauntlet for a share of the lucrative U.S. fleet market that consists of about six million vehicles.

Japanese cars accounted for 18.5 percent of all fleets in the 1988 model year, up from 14.4 percent in 1984, according to Ford Motor Co. figures. Most of the inroads made by Japanese imports into the total fleet market have been on the rental-car side of the industry.

But now the Japanese makers are eyeing corporate and government fleets. Currently, imports account for less than 1 percent of the corporate sales, service, executive, government and utility fleets nationally, according to a survey of members by the National Association of Fleet Administrators. The association pegs this market at roughly 3 million vehicles.

And the Japanese want a part of it.

For the first time, several fleet-leasing companies have included Japanese cars in their fleet selector lists to customers.

"They have become very competitive," said Harold Barton, Chrysler Motors general manager of fleet operations. "Now they have availability. Their docks are loaded with cars. They're knocking on doors they never knocked on before."

Barton characterized the types of deals being offered to fleet managers by Japanese importers as unbelievable. "I could almost say they are dumping cars or trying to dump cars on the fleet market," he said.

In the past, companies like Nissan and Subaru ignored the fleet market because they didn't have enough vehicles available to bother with it, particularly earlier in the decade when they were retailing as many vehicles as quotas would allow them to import.

Besides, their cars were so popular in the retail end that fleet managers, who weigh incentives before buying, were edged out by retail customers who were willing to pay premiums over sticker prices in many cases. If a fleet wanted Japanese imports, it had to buy them out of dealer stock, just like a retail customer.

But that has changed now that the devalued dollar has increased Japanese-car prices and Japanese automakers have built assembly

see FLEETS, page 61

Five-year increases

Percent of increase, 1984 vs. 1988.

Average pay increases for:

SALARIES OF TOP 5 EXECUTIVES AT BIG 3 — 42%

AUTOWORKERS' WEEKLY WAGES — 12%

Compared to increases in the price of:

NEW CAR (Transaction price) — 28%

PRICE OF BREAD PER POUND — 21%

CONSUMER PRICE INDEX — 14%

Sources: Consumer Price Index, Bureau of the Census; GM, Ford, Chrysler, NADA.

AUTOMOTIVE NEWS / C. BEEVER

Executive income off

Big 3 leaders make less on stock options

By David Versical and Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — The top five executives at each of the Big 3 automakers saw their collective compensation fall 36 percent in 1988 as income from stock options declined dramatically.

But the salaries and bonuses of those 15 executives rose as the Big 3 recorded their best combined profits ever. The average 1988 salary was $656,600 — 15 percent above the previous year. Average bonus payments rose 1 percent to $1.07 million.

Combined income from stock options dropped more than half, however, chiefly because of a severe drop at Chrysler Corp. Three of the top executives at Chrysler, two at General Motors and one at Ford Motor Co. exercised no stock options last year, the automakers revealed in their 1988 proxy statements.

GM's top executives took home more in 1988 than in 1987.

Ford Chairman Donald E. Petersen took home more than twice as much as any of his peers in the executive elite. His $10.5 million compensation was boosted by $7.1 million in stock options last year.

Although the total payouts were down, the UAW again criticized the Big 3 chiefs. It lambasted Ford, for example, for indulging in what the union called "Detroit's annual executive pigout."

Salaries of the Big 3 chiefs — excluding bonuses and stock options — have risen 42 percent in the last five years. That's about triple the rate of increases in the con-

see PROXIES, page 58

Saturn runs race for 1990 intro

By Al Fleming and Michelle Krebs
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AUTOMOTIVE NEWS STAFF REPORTERS

Fourteen months before the much-publicized target date for Job One, Saturn Corp. President Richard G. "Skip" LeFauve acknowledges that some participants might find Saturn's development chaotic.

But he says General Motors' new car channel is on schedule — although the schedule has become a lit'le fluid.

GM Chairman Roger B. Smith has vowed repeatedly that he will drive the first Saturn car off the assembly line in Spring Hill, Tenn., before he retires in July 1990.

LeFauve told Automotive News, "At this point we would be very ambitious talking about summer 1990 (production startup) with introduction in the fall. We're talking June, July, August in terms of actual vehicle start."

Asked whether November 1990 is still Saturn's market debut target, LeFauve said: "That's a good guess, but it's not formalized. We think it's important that dealers get involved in that decision."

Meanwhile, a number of sources within Saturn, GM and the supplier community say body engineering snags may delay public introduction of the car, possibly into 1991. Newly hired engineers are joining engineers from other GM

LeFauve

Smith

divisions and suppliers to work on Saturn.

Friday in Spring Hill, GM Chairman Roger Smith was emphatic that Saturn is on schedule and then some.

"I've seen just-in-time inventory, but this is the first time I've seen just-in-time investment," Smith told Automotive News. "They've got everything running just right and they're coming along great.

"Everything I've seen is ahead of schedule and under budget. Everything is coming into place just in time. The biggest problem was lost foam casting (for engines). That is now in hand.

"Just-in-time investment is helping to get the car off the line on time."

In an interview a week earlier, LeFauve said some suppliers may be having trouble meeting ambitious deadlines, but he said the schedule will be met.

see SATURN, page 60

POPULAR MECHANICS

Saturn prototype takes a spin as maker races clock to meet target date

Pontiac tackles fraud, revs up fix-it program

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

Although Pontiac apparently has eliminated system flaws that allowed zone employees to bilk the division of as much as $1 million, the division continues a policy of reimbursing car owners for product defects not covered under warranty.

Dealers report Pontiac has increased non-warranty reimbursements — to maintain high customer satisfaction — since criminal abuses by division employees in at least four zones were discovered more than two years ago.

"They are more lenient now than ever with trustworthy, CSI-conscious dealers," one dealer said last week. "Pontiac changed the system that allowed dishonest employees to steal, but they give dealers more leeway to take care of their customers."

Pontiac last week again declined to go beyond its previous responses to inquiries about the non-warranty fraud and related matters.

"We consider it a private business matter," a Pontiac spokesperson said last week. "We have investigated it, we've taken appropriate disciplinary action, and we are cooperating with the authorities."

Since the February sentencing of the final Detroit zone employee involved in the scams, two more former Pontiac aides have pleaded guilty to mail fraud and have been sentenced in connection with a type of non-warranty fraud that plagued Pontiac zone offices in Detroit, Buffalo, Chicago and Dallas.

The latest guilty pleas bring the number of former Pontiac employees convicted in the scams to eight, with fraud losses to Pontiac of more than $225,000 from 1981 to 1987, according to federal criminal indictments.

But the total could be much higher, according to one federal government source who asked not to be identified.

"It would be very foolish to think they uncovered it all," he said. "You never do in this kind of a fraud."

One dealer whose dealership was used in the scam said he was told by Pontiac officials that losses in just the Detroit and Buffalo zones surpassed $250,000 each. Another dealer said that based on the checks he saw, he believes total fraud losses to Pontiac could approach $1 million.

A former Pontiac official who was familiar with the series of frauds told Automotive News last week that even $1 million is probably too low an estimate.

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NEWSPAPER

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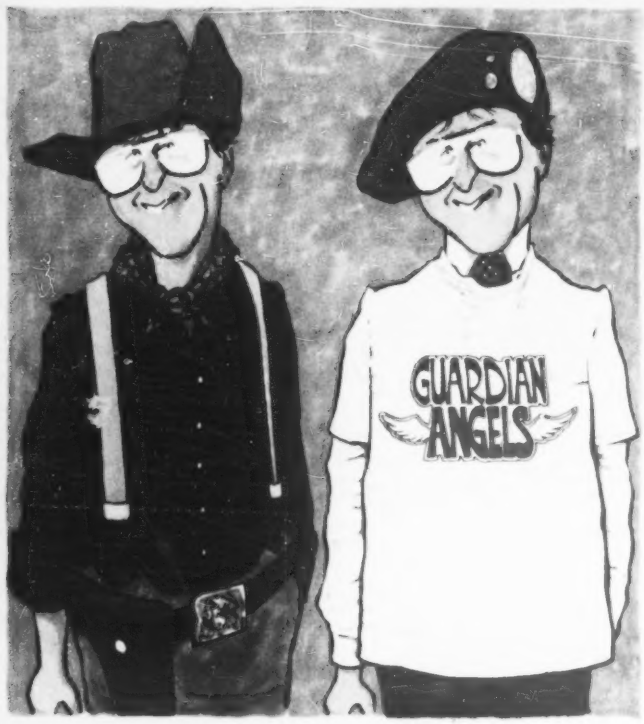

Baker to direct kinder, gentler Rough Riders

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

ORLANDO, Fla. — While reaffirming a get-tough policy with automakers on fleet subsidies, the steering committee of Ron Tonkin's Rough Rider dealer group is seeking to soften its adversarial image to build greater dealer support.

The group is so concerned about its image that it considered a name change from Rough Riders to the Franchised Dealer Guardian Angels. The motion was defeated during the five-hour meeting.

During that first official meeting last week, the committee elected Robert H. Baker chairman. He is president of Bob Baker Enterprises of San Diego, which holds nine franchises in Southern California.

The committee and Rough Riders were formed by Tonkin, the fiery president of the National Automobile Dealers Association.

"We want to emphasize that we are not an adversarial group and we are not out to run roughshod over the manufacturers, as the name 'Rough Rider' has suggested to some people," said Baker. "We are out to correct a situation that we see as an erosion of the franchised dealer's position, and we will do whatever is necessary to protect ourselves. But we believe we can accomplish that without getting into a fight with the factories."

Baker's election as point man for the group signaled Tonkin's move to the background.

Tonkin said he was extremely pleased with the group's first meeting, but deferred comments on the details to Baker, who will now serve as the group's spokesman.

"For me to sit there and watch the group come together was a dream come true," Tonkin said. "It was one of the happiest moments of my life."

He said the committee's first order of business at the meeting was to seek assurances from NADA officials present that the Rough Rider group will continue

see TONKIN, page 58

EC official wants to dump quotas

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The European Commission heard a proposal that existing national restrictions on Japanese cars be lifted and not replaced by a single Europe-wide quota after 1992 market unification.

It was also recommended, in a message delivered by Martin Bangemann, the EC's new industry commissioner, that rigid local-content rules for Japanese transplants be softened somewhat and that EC producers must become more competitive in the post-1992 era.

Bangemann's new, less-protectionist posture was aired at a meeting of the 12 EC industry ministers in San Sebastian, Spain.

While the commission has always opposed quotas and local-content targets in principle, it has seemed willing in the past to find a compromise between the differing views of member states. The most recent comments signal a change that is deemed likely to touch off a lively debate.

"This is going to be a very difficult debate," said a commission official, who requested anonymity.

The official said the commission will almost certainly develop definitive car industry proposals to take to member states before the end of summer.

Auto execs from outside view post-1992 Europe, Page 30

Bangemann, who is West German, received a mixed initial reaction from the his colleagues. The French, Italian and Spanish governments support stronger protectionist measures than West Germany, Britain and others.

Europe's Committee of Common Market Automobile Constructors did not respond formally to the remarks, a committee source said, because member companies could not agree on a common position. Peugeot and Fiat have taken a much harder line regarding Japanese imports and transplants than West German makers.

A commission source in Brussels, Belgium, said Bangemann's proposal was based on various studies showing that Europe's car industry trails Japan's in productivity, quality and financial resources and must concentrate on improving competitiveness rather than invoking protectionism.

Bangemann said he opposed rigid requirements for local content that have been pushed by French and Italian officials.

The Brussels official predicted that the EC will not adopt specific local-content rules for Japanese transplants.

"We don't like any rules on local content that contain figures," he said. "That can lead to protectionism."

Many industry leaders in Europe regard 80 percent as a critical level because they feel it necessitates production of powertrain and other high-technology components in Europe.

Cesare Romiti, managing director of Fiat S.p.A., recently told the European Parliament that Japanese transplants must be willing to make a full commitment to EC production beyond "pure assembly lines of obsolete models."

Rather than focusing on protectionism, Bangemann's remarks signal a new focus on the international competitiveness of European producers.

He cited an analysis showing that European-owned companies needed 35.9 production hours to build a vehicle in 1987, while Japanese plants in Japan took 19.1 hours. He said Japanese plants in the United States needed just 19.6 hours. American companies in Europe took 30.9 hours and U.S. domestic makers needed 26.5.

Still, Europe's volume carmakers have tightened costs and improved profitability in the buoyant market of recent years. The EC's four largest European-owned companies have all reduced break-even levels drastically since 1980. Since that time, Volkswagen AG has pared its break-even point from 2.5 million units to 1.7 million last year, while Fiat, Peugeot S.A. and Renault have all declined from two million units to 1.2 million.

"But the key issue is how is the car industry in the EC is going to cope when there is a slower rate of growth and new capacities come on stream," said the official. "It will require huge investments to renew models, and the EC carmakers have less financial resources than competitors."

He cited a study showing that EC makers are 65 percent below the Japanese when comparing cash flow as a percentage of needed investment.

AIADA sees threat in European unity

WASHINGTON — Import car dealers are worried that 1992 market unification in Europe could lead to a trade war that would result in quotas on European cars.

Robert McElwaine, president of the American International Automobile Dealers Association, told the U.S. International Trade Commission last week he expects the United States will retaliate against Europe if U.S.-made Hondas are included in European quotas as Japanese cars. Such a trade war would hurt dealer business, he said.

"Our members who sell European makes for their livelihood could well be held hostage in any trade dispute with the European Community," he said.

Honda plans to export 50,000 cars annually from its Marysville, Ohio, plant to Europe, beginning in 1990. McElwaine said inclusion of those cars under European quotas as Japanese vehicles could lead to retaliation in the form of quotas or higher tariffs on BMW, Jaguar, Mercedes-Benz and Volkswagen.

McElwaine said high local-content requirements for Japanese transplants in Europe combined with low import quotas in some countries being expanded across the entire market could cause problems in the United States.

"Low quotas combined with high domestic-content requirements will constitute a virtual ban on cars otherwise destined for Europe," McElwaine said.

As a result, he said, more Japanese cars, built at U.S. transplants and in Japan destined for Europe may be forced on the U.S. market. That, in turn, would put pressure on Japan to reduce export quotas to the United States.

— Diane T. Kurylko

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Hot-shot Taurus meets lukewarm reception

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The Taurus SHO — Ford's hot new performance sedan — has been greeted with a lukewarm reception in the marketplace.

Since its introduction last fall, Ford has sold 4,400 SHOs. Ford had planned on about 20,000 sales for the model year — a figure that matched the supply of the 24-valve Yamaha-built V-6 that powers the SHO.

With the model year about half over, the pace will have to pick up considerably to meet the goal. But at the start of production last October, Ford officials gave every indication that the car would sell out the model-year build without a sweat. The optimism stemmed in part from enthusiastic reviews in buff magazines, which were impressed by Ford's efforts at mating 220 horsepower and a front-drive family sedan.

"It has really surprised me," said one engineer who worked on the program. "When the marketplace rejects you, you kind of take it personally."

Ford Division officials acknowledge that the car has not done as well as expected. But they say their sights are set on spring, the traditional peak for performance cars.

JEFF OWOMIN

SHO: Speedy off the line, but not out the door

A number of explanations have been offered by those within Ford for the SHO's sluggish start. They include:

- The SHO is available only with a manual transmission, a stiff handicap in the U.S. market. Ford is said to be looking closely at the possibility of adding an automatic.
- Ford dealers aren't used to selling a car like the $19,739 SHO. The division and its dealers are learning as they go. One dealership manager said customers interested in the car know more about it than his people do.
- The car doesn't stand out visually from the standard Taurus. In the words of one insider, it needs "more bells and whistles."

Others argue that the SHO should keep its understated styling cues. A dramatic change might violate the European styling theme embodied by Taurus.

Changes for 1990 won't be readily apparent. The SHO is expected to get anti-lock brakes and driver-side air bags as standard features.

Thomas Wagner, Ford Division general manager, also is upbeat about the car's prospects.

"The market is pretty thin up there with manual transmission and a $20,000 price," said Wagner. "We have done what we wanted. We have a presence there. People who have them are happy. They feel they got a hell of a bargain for $20,000."

Two of the nation's largest Ford dealers, meanwhile, reported sharply different responses to the SHO.

Paul Swerling, general manager at Wilmington Sales in suburban Boston, said he has sold just a few. But Craig Kapson, president of Jordan Ford in Mishawaka, Ind., said the SHO has done very well, particularly with the engineering community in his area.

Ford sold 1,400 SHOs as the car came to market in November and December. In the first quarter of 1989, sales totaled 2,990.

RV makers waiting for sales upturn

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

RV manufacturers started 1989 with strong wholesale shipments, but the industry is still waiting for the traditional spring retail upturn.

One bright spot is Chrysler Motors' recent incentive on full-sized vans. As of April 1, Chrysler began offering $2,000 rebates on full-sized van conversions and $1,000 on unconverted full-sized vans.

Chrysler told dealers a van had to have a conversion package worth a minimum of $2,500 before it could qualify for the $2,000 rebate. Consumers can select low-interest financing in place of the rebate. The Chrysler program runs indefinitely.

Converters like William Snook, president of Coachmen Vans in Elkhart, Ind., and Good Times Van in Bentley, Texas, would like to see Ford and General Motors place incentives on their full-sized vans.

"We all have to get something going. Van converters have been discounting rampantly since mid-February to keep (their wholesale) inventories flowing because we all made commitments to (Detroit manufacturers) to get the chassis," Snook said.

Even dropping prices at the wholesale level hasn't been enough, he said.

Ultimately, it will be up to Detroit manufacturers to stimulate the market.

Part of the problem facing van conversions is that when cars are heavily incentivized, buyers tend to gravitate toward them. Converters believe they need parity with auto incentives for their products to compete equally.

Meanwhile, converters opened 1989 on a strong note, wholesaling 15,300 conversions in January, a 9.30 percent increase over the year-earlier month. Overall, the RV industry wholesaled 32,400 vehicles of all types during the month, a 5.19 percent increase over last year, according to the Recreation Vehicle Industry Association.

That represents a seasonally adjusted annual rate of more than 423,000 deliveries, RVIA noted, representing a very strong start for the industry as a whole.

The association said the average wholesale price of a compact van conversion in January was $15,538. Compact conversions accounted for 27.33 percent of the vans in its price survey.

The average wholesale price of a standard van conversion was $18,642.

Those prices were based on reports by 96 van converters and shipment of 6,630 units — 43.33 percent of the total number of van conversions shipped in the month.

Shipments of seat-delete vans to converters by Chevrolet, GMC, Ford and Chrysler, portending future conversion activity, increased 85.83 percent in January. Detroit manufacturers shipped 22,300 raw chassis to converters during the month, up from 12,000 in the year-earlier period.

Of the January total, 5,100 were compact chassis and 17,200 were full-sized chassis.

Compact chassis shipments were up 50.00 percent from 3,400 a year earlier, while full-sized chassis shipments were up 100.00 percent from the 8,600 units shipped in January 1988.

Recreational Vehicle Wholesale Deliveries

	January 1989	January 1988	% change	1 mos. 1989	1 mos. 1988	% change
Travel trailers	4,900	5,000	– 2.0	4,900	5,000	– 2.0
Park Trailers	700	700	– 0.0	700	700	– 0.0
Travel trailers—fifth wheel	2,700	2,600	+ 3.8	2,700	2,600	+ 3.8
Folding camping trailers	3,000	3,400	–11.8	3,000	3,400	–11.8
Truck campers	600	500	+20.0	600	500	+20.0
Towable RV total	11,900	12,200	– 2.5	11,900	12,200	– 2.5
Conventional (type A)	3,100	2,800	+10.7	3,100	2,800	+10.7
Van Campers (type B)	300	300	– 0.0	300	300	– 0.0
Chopped vans (all)	1,800	1,500	+20.0	1,800	1,800	+20.0
Motor home total	5,200	4,600	+13.0	5,200	4,800	+13.0
Van conversions	15,300	14,000	+ 9.3	15,300	14,000	+ 9.3
TOTAL ALL RVs	32,400	30,800	+ 5.2	32,400	30,800	+ 5.2

Source: Recreation Vehicle Industry Association.

Firm plans standards to judge converters

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Automotive dealers soon will have standards to judge the quality — and customer satisfaction levels — of many major van converters.

Service Marketing Unlimited of Fort Worth, Texas, is developing a program to establish industry standards by which converters can be compared and rated on their vehicle quality, aftersale support and other key criteria.

Many of the industry's biggest firms are involved with the Service Marketing program. They include Mark III Industries of Ocala, Fla.; Starcraft Corp. of Topeka, Ind.; Coachmen Vans of Elkhart, Ind.; Good Time Vans of Bentley, Texas; and U.S. Conversions of Elkhart.

Glaval Inc. of Elkhart previously announced a similar plan to develop customer satisfaction index ratings through J.D. Power and Associates, a market research firm in Agoura Hills, Calif.

Jake Cash, chairman of Service Marketing, said customer surveys have been undertaken for some converters. The companies are expected to use the results in their sales and promotional efforts next fall.

Cash said the program was inspired by one of his clients, James Payton, the 1988 president of the National Automobile Dealer Association and owner of Payton-Wright Ford in Grapevine, Texas.

Payton told Automotive News that he informed Service Marketing, "We were not handling any van conversions because our experience with them had been so bad. By the time the vans were sold and customers drove them 6,000 or 12,000 miles and we filed a claim for warranty, the converter was either out of business or didn't pay the warranty well.

"I said that before we got back into it, we wanted to talk to a company that had a track record, not just a salesperson saying how great they were. I wanted them to show me where they stood — in a recognized survey, something similar to what NADA does, something with credibility and validity. And, out of that, Service Marketing developed this program."

Payton added, "I feel there are a lot of dealers who feel the same as I do. They've been burned (by van converters) in the past," and are leery of them.

He has stocked as many as 15 conversions at a time in past years, but he doesn't currently market any.

"If we could find the right company, with the right kind of reputation to back the products, somebody we felt would be there down the line, I would give it (retailing conversions) serious consideration," he added.

Cash's firm has done sales follow-up and customer-satisfaction work for many individual dealers and has worked with Ford Dealer Advertising Fund groups, such as the one in Dallas County, Texas.

The firm isn't large, but it counts a roster of blue-ribbon dealers among its clients.

Beside Payton, they include James Caplinger, 1987 NADA president and owner of Caplinger Chevrolet-Oldsmobile in England, Ark.; Robert Russell, the 1987 Time Magazine Quality Dealer Award winner and owner of Russell Chevrolet-Honda in North Little Rock, Ark.; and Sam Pack, Time's 1988 Quality Dealer and owner of Lee Jarmon Ford in Carrollton, Texas.

Cash said the firm is not interested in promoting itself and also is not interested in publicizing ratings for individual manufacturers as J.D. Power does.

"We're not interested in competing with J.D. Power. We're not going to put out a public list of who is No. 1, 2 or 3," such as Power does in the car market, Cash said.

The company is surveying the purchasers of various brands of van conversions and will turn the survey results over to individual converters.

It will supply industry standards to dealers, and the dealers then will be able to ask converters how they rank compared to the standards.

The survey information also will enable individual converters to determine any weak spots and improve on them, said Derrell Pitcock, president of Service Marketing.

Under a separate program, Pitcock said, the firm is conducting similar surveys and developing data for a number of Ford dealers.

Along with Dallas-Fort Worth Ford dealer groups, his company is also working with a group of dealers in Tulsa, Okla.

It is working with 248 Ford dealers in developing standards by which they can judge their individual performances, Pitcock said.

AWARDS TIME: *RVIA honors Starcraft chief, others at its annual meeting*

RESTON, Va. — Don Cuzzocrea, president of Starcraft Corp., Topeka, Ind., and immediate past president of the Recreation Vehicle Industry Association, has received the association's highest honor, its Distinguished Service to the RV Industry Award.

The award was presented at the association's annual meeting in Maui, Hawaii.

Bill S. Doyle Jr., president of Western Recreational Vehicles, Yakima, Wash., received RVIA's Distinguished Achievements in RV Standards Award. Dave Preston, publisher and editorial director of RV West magazine, Alameda, Calif., received the Distinguished Service in RV Journalism Award.

The meeting was attended by nearly 300 association members and their spouses.

Also at the meeting, Richard T. Curtin, director of the University of Michigan Survey Research Center, announced the results of his 1988 RV consumer survey. Curtin, who has been monitoring consumer reaction to the RV industry since 1980, reported that the growth in the number of households with recreational vehicles has averaged about 100,000 per year since 1984.

Keynote speaker at the meeting was Phillip M. Novell, general marketing manager, Ford Division, who provided association members with an overview of Ford's continued commitment to the RV industry.

In his state of the association address, Allen Yoder Jr., RVIA chairman and president of Jayco Inc., Middlebury, Ind., said, "RV sales are stronger today — with more people involved in the lifestyle — than at any time in our history. Numerically speaking, 1988 was the best year that the industry has experienced in over a decade."

Yoder also presented David J. Humphreys, RVIA president, with a "first and only" RVIA president's ring. Speaking for the association's executive committee, Yoder thanked Humphrey for his "year-in, year-out work to advance the RV industry and recreation."

Over the past 20 years, Yoder told Humphreys, "you've successfully worked to establish a solid RV industry presence on Capitol Hill and have given us and the more than 100 recreation-related trade associations an active voice in government policy making on recreation issues."

Gem Top features insulated caps
Gem Top Manufacturing of Clackamas, Ore., has introduced a new line of polyurethane foam-insulated Navajo and Poly tops. The vacuum-formed polymer caps are available in either textured or high-gloss finish.

RV BRIEFS

Aviator's Street Heat

Aviator Conversions of Nappanee, Ind., has formed Street Heat Automotive Accessories to market dress-up accessories for the sporty pickup market.

The company is marketing the brand-name accessories, including some it manufactures itself, to auto dealers. It is also talking to major mass merchandisers about distribution, according to Larry LaGuardia, Aviator vice president and general manager.

The accessories include dress-up interiors, graphics, mag wheels and "anything you can put on a truck." They are being marketed individually and in kits for Ford, Chevrolet and GMC pickups, LaGuardia said.

Dynasty relocates

Dynasty International, a van and truck conversion company, recently moved into a new facility in Elkhart, Ind. The site houses corporate offices and conversion operations.

"We moved from our Wakarusa (Ind.) plant to be closer to our suppliers and to obtain a larger facility," said Jim Bumgardner, company president.

Oshkosh assembly sites

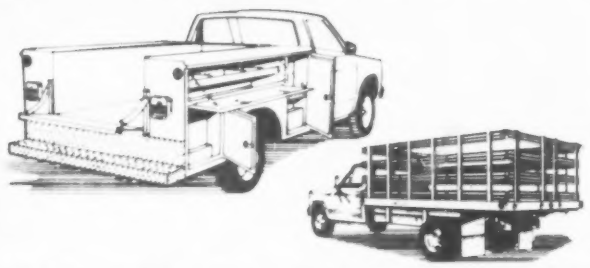
Oshkosh Truck Corp. of Oshkosh, Wis., selected Oshkosh and Gaffney, S.C. as sites to manufacture two new lines of motor home and commercial step van chassis.

The dominant factor in site selection was proximity to component suppliers.

The company is currently producing a high-capacity chassis in Oshkosh. The new chassis is a low-profile unit designed for the lightweight capacity sector of the market. Most of the major components will come from Chrysler Motors' Acustar distribution center in Beaver Dam, Wis.

The company will produce a medium-capacity chassis, acquired earlier this year from John Deere, at the Gaffney facility.

NEED A CHASSIS?



Reading's Chassis Pool Means Quick Delivery

Let us help you make the sale by making sure you have the pickup chassis you need to get your customers into their new service or stake body with little delay.

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AUCTION DATES

Chrysler Motors

April 19 — West Palm Beach Auto Auction, West Palm Beach, Fla.; Columbus Fair Auto Auction, Obetz, Ohio; and Minneapolis Auto Auction, Plymouth, Minn.

April 20 — Auto Auction of Billings, Billings, Mont.; Fredericksburg Auto Auction, Fredericksburg, Va.; Salt Lake Auto Auction, Salt Lake City; and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 21 — St. Louis Auto Auction, Bridgeton, Mo.

April 25 — American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Hatfield Auto Auction, Hatfield, Pa.; Nashville Auto Auction, Nashville, Tenn.; Florida Auto Auction of Orlando, Ocoee, Fla.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; and Greensboro Auto Auction, Greensboro, N.C.

Ford Motor Co.

April 18 — Newburgh Auto Auction, Newburgh, N.Y.

April 19 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Fort Worth Auto Auction, Fort Worth, Texas; Lakeland Auto Auction, Lakeland, Fla.; and Southern California Auto Auction, Fontana, Calif.

April 20 — Ohio Auto Auction, Grove City, Ohio; Brasher's Sacramento Auto Auction, Rio Linda, Calif.; and St. Louis Auto Auction, Bridgeton, Mo.

General Motors

April 13 — Mid Ark Auto Auction, North Little Rock, Ark.; Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; and Utah Auto Auction, West Bountiful, Utah

April 14 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 18 — A.D.E. of Birmingham, Moody, Ala.; Florida Auto Auction of Orlando, Ocoee, Fla.; and Harrisonburg Auto Auction, Harrisonburg, Va.

April 19 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Used Car Sales
Auction Averages

April 89	$6,204
Month ago	$6,029
Year ago	$5,970

Model Breakdown
Auction Averages

Year	APR 1989	MAR 1988	FEB 1988
1989 ...	$13,432	$12,197	$13,118
1988 ...	$9,255	$8,751	$8,235
1987 ...	$7,054	$7,338	$7,289
1986 ...	$6,453	$5,975	$6,014
1985 ...	$5,085	$4,978	$4,764
1984 ...	$4,333	$3,942	$3,840
1983 ...	$3,094	$2,867	$2,683
1982 ...	$2,374	$2,612	$2,187
Overall Average	$6,204	$6,061	$5,678

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1989

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Electric Service	8,454	155	Tops, Upholstery	9,513	170
Machine Shops	9,801	170	Transmission Repair	19,202	230
Muffler Repair	18,230	225	Used Car Dealers	53,468	545
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#7789

Car sales blossom

Early-April climbs 30% over sub-par '88

By Karen Detkowski
SPECIAL CORRESPONDENT

With incentive programs in full bloom, U.S. automakers reported a 30.12 percent sales gain for the first 10 days of April.

Deliveries of U.S.-built cars totaled 188,608, compared to a sub-par 144,954 in the same period of 1988. Last year's early-April total was 24.95 percent below the 1987 figure, despite major incentive programs.

Each of the domestic makers delivered more cars in the April 1-10 period than they did a year ago. It was the first time this year that all makers reported gains for a 10-day period.

The average daily-selling rate was 23,576 vs. 18,119 last year. Both periods had eight selling days.

Ford's sales rose 46.97 percent in the first 10 days of April.

General Motors' total was up 20.80 percent over 1988, and Chrysler Motors' sales increased 12.36 percent.

Honda's transplant car sales rose 44.06 percent, and Nissan's sales jumped 40.73 percent.

Toyota delivered 2,700 domestically produced cars — 1,591 Camrys and 1,109 Corollas — up from 519 units last year when only the Corolla was assembled in the United States.

Mazda reported 977 sales of MX-6 models built at its Flat Rock, Mich., plant. The year-ago total was 230.

Domestic-sales newcomer Mitsubishi delivered 511 Eclipse models. The Eclipse is built by Diamond-Star Motors, the Mitsubishi-Chrysler joint venture in Normal, Ill.

Sales of U.S.-built light trucks nearly matched the percentage gains recorded by cars.

Truck sales rose 24.74 percent to 108,151 units in the first 10 days of April, up from 86,704 last year.

All light-truck producers reported increases this year.

Ford truck sales were up 28.19 percent; GM's light-duty deliveries rose 26.53 percent; Chrysler truck dealers increased sales 14.56 percent, and Nissan domestic light-truck sales rose 62.65 percent.

Combined sales of domestic cars and light trucks were 296,759 for April 1-10, up 28.10 percent from last year's 231,658.

DOMESTIC CAR SALES

	Apr. 1-10, 1989	Apr. 1-10, 1988
Eagle	960	937
Chrysler	6,295	5,784
Plymouth	6,989	6,200
Dodge	11,175	9,719
Chrysler Motors	25,439	22,640
Ford	41,394	29,896
Mercury	15,433	9,656
Lincoln	6,338	3,427
Ford Motor Co.	63,165	42,979
Buick	12,379	8,339
Cadillac	6,183	4,376
Chevrolet	33,971	32,272
Oldsmobile	15,203	12,358
Pontiac	18,374	13,939
General Motors	86,110	71,284
Volkswagen	—	538
Honda	8,082	5,610
Nissan	1,624	1,154
Toyota	2,700	519
Mazda	977	230
Mitsubishi	511	—
U.S. Car Total	188,608	144,954

Import supply eases to still-high 79 days

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

With new-car sales trailing the year-ago pace by nearly 12 percent and inventories above last-year's totals, domestic automakers and importers are watching the sales charts with nail-biting concern.

Unless the hoped-for spring upturn becomes a reality, the solution to the inventory problem may involve production cutbacks and reductions in shipments from overseas in addition to the incentive programs that already are in place.

Early-April sales of domestic cars were encouraging, but it will take a few more periods to tell whether the industry is really making a dent in the domestic and import stockpiles.

Sales of both domestic and imported cars rose last month after a lackluster February, but they were weak compared with March 1988. Domestics were down 12.83 and imports dipped 9.01 percent.

Inventories of both domestic and imported cars are higher than usual for this time of year.

On April 1, the import car inventory declined somewhat from the March 1 level but still was higher than that of April 1, 1988.

There was a 79-day supply of imports on April 1, — 36 days higher than the 43-day average for that date the past five years. The stockpile of U.S.-built cars was 77 days, two weeks more than the domestic five-year average.

The days' supply of import cars dropped from 87 on March 1, but rose from 67 on April 1, 1988.

Import car stocks on April 1 totaled 713,783, down about 6,300 from the March 1 total of 720,056, but up about 43,000 over 670,608 on April 1, 1988.

Combining the domestic and import inventories on April 1, dealers had 2,536,007 cars to sell, a 77-day supply. On March 1, there was an 80-day supply or 2,512,026 cars in stock, indicating that the industry made little headway in reducing the new-car inventory during March. The April 1 total was almost 300,000 units higher than the stockpile of 2,245,137 cars on April 1, 1988, a 60-day supply.

The Big 3 reported sharp increases in their days-supply numbers on April 1 this year compared with the same date in 1988. GM's total car supply, including captive imports, was 88 days on April 1 vs. 66 a year ago. Ford Motor Co.'s numbers were 82 vs. 58, and Chrysler Motors' were 90 vs. 64.

Imported truck inventories were 170,500, compared to 201,420 on April 1, 1988. The days-supply figures were 73 this year and 74 in 1988. Since total inventories were down 15 percent and the days' supply was about the same, the daily selling rate has declined during the past 12 months.

IMPORT DAYS' SUPPLIES

	Apr. 1, 1989	Mar. 1, 1989	Apr. 1, 1988
Chevrolet	200	188	153
Chrysler Motors	173	208	126
Acura	79	77	26
Daihatsu	87	89	78
Honda	40	36	10
Isuzu	171	224	154
Mazda	59	62	48
Mitsubishi	71	98	105
Nissan	88	114	96
Subaru	58	24	97
Suzuki	253	119	—
Toyota	28	35	18
JAPAN	73	79	64
Audi	182	146	231
BMW	74	85	85
Mercedes-Benz	51	61	34
Merkur	100	166	206
Porsche	170	180	80
VW	121	156	92
GERMANY	98	115	87
Alfa Romeo	166	124	65
Festiva	119	125	102
Hyundai	52	71	45
Jaguar	63	42	55
Peugeot	97	99	83
Pontiac	161	133	86
Eagle/Renault	144	219	49
Saab	88	63	61
Sterling	124	92	81
Volvo	76	70	76
Yugo	242	428	127
Other Countries	87	99	67
Total Import Cars	79	87	67
Geo Tracker	185	198	—
Isuzu	115	126	123
Mazda	62	79	58
Mitsubishi	90	99	62
Nissan*	38	41	110
Range Rover	34	22	30
Suzuki	114	88	95
Toyota	54	52	31
Chrysler	206	201	114
Total Imp. Trucks	73	74	74
Total Imp. Vehicles	77	84	69

*Includes domestic vehicles.

IMPORT CAR SALES BY MODEL

	March 1989	March 1988	3 Mos., 1989	3 Mos., 1988
ACURA	11,805	10,470	30,783	28,495
Integra	6,268	5,033	15,012	12,924
Legend	5,537	5,437	15,771	15,571
ALFA ROMEO	501	545	1,036	1,308
Milano	207	292	511	727
Spider	294	253	525	578
AUDI	1,360	1,843	4,827	5,274
4000S	6	31	12	109
4000CS Quattro	0	11	6	50
5000S	35	328	111	993
5000CS Turbo	0	66	26	243
5000CS Turbo Quattro	0	77	8	411
80	375	625	1,618	1,692
90	508	651	1,489	1,633
100/200	331	0	951	0
100/200 Quattro	102	0	396	0
Coupe GT	3	54	10	143
BMW	6,057	6,403	17,476	16,762
3 Series	2,804	3,579	8,275	9,577
5 Series	1,941	1,221	5,412	3,310
635 CSi	124	169	398	347
7-Series	951	1,179	2,767	2,875
M3	118	165	294	434
M5	49	34	139	92
M6	70	56	191	127
CHEVROLET	8,194	10,111	23,513	31,118
Spectrum	4,239	6,250	12,179	16,273
Sprint	3,955	3,861	11,334	12,845
CHRYSLER MOTORS	11,277	12,555	28,652	0
Colt	6,075	8,270	15,604	22,027
Conquest	677	963	1,531	2,405
Medallion	1,073	1,624	2,108	6,523
Summit	2,112	0	5,826	0
Vista	1,214	1,698	3,324	4,954
TC	126	0	259	0
DAIHATSU	1,217	804	3,340	2,587
FORD Festiva	6,675	6,894	19,354	18,062
HONDA	16,796	18,567	48,895	59,840
Civic/CRX	4,991	12,353	12,893	33,343
Accord	8,215	2,352	26,407	12,773
Prelude	3,590	3,862	9,595	13,724
HYUNDAI	20,461	26,166	49,691	71,026
Excel	17,384	26,166	41,980	71,026
Sonata	3,077	0	7,711	0
ISUZU	1,749	1,675	4,549	4,684
I-Mark	1,326	1,189	3,746	3,064
Impulse	423	486	803	1,620
JAGUAR	1,630	1,854	4,483	4,422
XJ6	1,198	1,411	3,361	3,364
XJS	432	443	1,122	1,058
MASERATI	24	104	90	249
MAZDA	18,711	22,430	50,760	58,838
323	8,010	9,394	20,843	24,409
626	4,057	6,583	11,584	16,690
MX-6	435	1,243	889	4,106
929	1,817	2,352	4,765	6,107
RX-7	1,834	2,858	5,362	7,526
MPV	2,558	0	7,317	0
MERCEDES BENZ	6,570	7,603	17,148	19,302
190	961	1,367	2,790	3,239
260E	452	695	923	1,662
300	2,294	2,059	5,635	5,323
300 SE	600	0	1,658	0
300SDL Turbo	0	9	0	76
300SEL	380	759	911	1,878
420SEL	568	926	1,612	2,470
560SEL	446	478	1,266	1,422
560SL	712	1,132	1,854	2,715
560SEC	125	154	373	449
Tourist	42	24	126	68
MERKUR	865	764	2,552	2,267
XR4Ti	590	400	1,250	1,286
Scorpio	275	364	1,202	981

	Feb. 1989	Feb. 1988	2 Mos., 1989	2 Mos., 1988
MITSUBISHI	7,425	5,790	17,199	16,273
Starion	107	321	403	767
Cordia	7	490	310	1,374
Tredia	5	80	10	283
Mirage	1,175	962	2,604	2,855
Galant	4,491	850	8,670	2,597
Precis	1,479	2,518	4,697	6,867
Van/Wagon	161	569	505	1,530
NISSAN	38,906	39,536	98,375	92,163
Sentra	13,826	17,613	35,287	39,215
Pulsar	2,272	4,322	5,337	10,626
Stanza	3,672	8,410	7,909	16,410
Maxima	10,052	4,837	27,054	15,014
240SX/200SX	7,135	1,195	17,660	3,640
300ZX	1,511	2,175	4,102	6,026
Axxess	192	0	192	0
Hawaii	246	784	834	1,232
PEUGEOT	565	563	1,426	1,247
PONTIAC LeMans	4,076	6,843	11,417	13,996
PORSCHE	667	1,872	1,808	4,426
924S	12	263	54	544
944	95	468	236	1,122
944S	14	87	24	187
944 Turbo	63	251	141	577
911 Coupe	175	349	515	854
911 Turbo	116	120	296	301
911 Cabriolet	140	205	353	458
928S	52	129	189	383
SAAB	2,638	3,996	7,918	9,791
900	439	536	1,221	1,596
900S	690	950	1,690	2,462
900 Turbo	734	851	2,420	2,112
9000S	226	446	779	1,019
9000 CD	395	0	888	0
9000 Turbo	135	1,195	881	2,536
Tourist	19	18	289	66
STERLING	384	937	1,784	3,054
SUBARU	14,321	13,951	37,778	36,498
Hatchback	366	603	1,010	1,754
3-Door	660	691	1,813	1,737
4-Door Sedan	4,966	2,564	14,165	6,291
XT/XT6	1,151	1,396	2,615	3,244
Station Wagon	4,257	5,324	11,366	14,842
Justy	2,921	3,373	6,806	8,640
SUZUKI	480	0	1,586	0
TOYOTA	39,041	42,734	104,838	127,050
Corolla	9,018	9,963	23,242	32,211
Tercel	8,408	6,003	23,241	18,655
Celica	5,003	5,662	13,353	14,586
Supra	1,653	1,962	4,248	5,238
Camry	10,666	13,417	27,819	41,964
Cressida	1,611	1,140	5,299	3,117
Land Cruiser	438	925	1,348	2,073
Van	461	684	1,328	1,762
4Runner SR 5	1,300	1,933	3,705	4,785
MR2	483	1,045	1,255	2,659
VOLKSWAGEN	12,834	12,567	30,688	36,421
Cabriolet	1,119	1,393	2,175	3,224
Jetta	5,409	5,520	12,638	15,645
Golf/GTI	1,986	0	4,842	0
Vanagon	384	569	977	1,658
Quantum	140	242	407	756
Scirocco	167	291	519	861
Fox	3,629	4,552	9,130	14,283
VOLVO	8,751	8,293	25,400	24,123
240 Series	3,627	3,055	10,652	9,643
740 Series	3,653	4,214	11,223	11,516
760 Series	1,290	879	3,088	2,545
780	148	101	358	309
Tourist	33	44	79	110
YUGO	827	3,563	2,458	8,921
IMPORT TOTAL	244,887	269,433	649,624	734,106

*Volkswagen has reported sales of U.S.-built Golf and GTI models as imports after June 30, 1988.

Compiled by Karen Detkowski

1988 GM COMPENSATION

	1988 Salary	1988* cash/stock bonus	Options exercised Jan. 1-Dec. 31, 1988	Total compensation
Roger B. Smith, chairman	$983,000	$1,700,000	$1,006,949	$3,689,949
Robert C. Stempel, president	633,000	1,220,000	11,261	1,864,261
Donald J. Atwood, vice chairman	625,000	1,110,000	0	1,735,000
F. Alan Smith, executive vice president	533,000	904,000	194,463	1,098,463
Lloyd E. Reuss, executive vice president	500,000	1,006,000	0	1,506,000

*—Includes awards made under the stock incentive plan and the performance achievement plan.

1988 FORD COMPENSATION

	1988 Salary	1988 bonus	Options exercised Jan. 1-Dec. 31, 1988	Total compensation
Donald E. Petersen, chairman	a1,139,790	$2,200,000	$7,151,030	$10,490,820
Harold A. Poling, vice chairman	951,281	1,600,000	1,517,342	4,068,623
Louis R. Ross, executive vice president, North American Automotive Operations	2,138	1,100,000	1,848,607	3,470,745
Philip E. Benton Jr., president, Ford Automotive Group	534,785	1,300,000	1,159,312	2,994,097
Allan D. Gilmour, executive vice president, International Automotive Operations	453,687	1,200,000	0	1,653,687

PROXIES

FROM PAGE 1

sumer price index and more than three times the rise in the average autoworker's wage.

The profit trend lines for each maker have varied over that five-year span. Ford earned 82 percent more last year than it did in 1984. GM was up 7.5 percent. Chrysler's net income was down 55 percent from 1984.

In all, the 15 chiefs took in an average of $2.7 million each last year in salary, bonuses and stock options. That compares to $4.2 million the previous year.

Ford and GM released their proxy statements last week. Chrysler announced the previous week that salaries for its top five executives rose an average of 10 percent, bonuses fell 22.5 percent, and income from stock options declined 90 percent.

Here are summaries of GM and Ford's proxy statements.

Ford Motor Co.

Ford disclosed that its top five officers shared $11.00 million in salaries and bonuses last year.

The five also exercised $11.68 million in stock options, bringing their total payout to $22.68 million. That compares to a record $23.06 million shared the previous year.

Petersen nearly tripled his 1987 income of $3.73 million. Last year's $10.49 million payout included $7.15 million from stock options. Petersen exercised no options in 1987 while taking home a $929,934 salary and a $2.8 million bonus.

Vice Chairman Harold A. Poling, meanwhile, saw his compensation fall from $10.87 million in 1987 to $4.07 million last year. Poling's 1987 income was boosted by $8.06 million from stock options. Other compensation that year included an $808,697 salary and $2 million bonus.

Total compensation for Executive Vice Presidents Philip E. Benton Jr. and Allan D. Gilmour also fell last year.

Gilmour exercised no stock options in 1988 after taking in $999,937 the previous year. His 1988 salary was higher than the $379,918 in 1987, while his bonus fell from $1.37 million to $1.20 million.

Benton's income from stock options fell more than $300,000 from the $1.48 million he collected in 1987. His bonus dropped by $70,000 to $1.30 million, while his salary climbed to $534,785, an increase of more than $121,000 from the previous year.

Executive Vice President Louis R. Ross saw his income climb by more than $1 million. His $1.85 million in stock options tripled his 1987 take. Ross's salary increased nearly $70,000 from 1987's $452,568; his bonus fell from $1.37 million to $1.1 million.

General Motors

Total compensation for the top five GM executives rose 38.91 percent in 1988, to $9,893,673 from $7,122,420, according to GM's annual proxy statement, mailed to shareholders last Friday.

Total compensation for Chairman Roger B. Smith increased 55.04 percent in 1988 to $3.69 million from $2.38 million in 1987.

Total compensation for President Robert C. Stempel rose 41.98 percent last year to $1.86 million from $1.31 million in 1987, when he served just four months as president.

Compensation for Vice Chairman Donald J. Atwood rose 35.94 percent last year. The 1988 total was $1.74 million vs. $1.28 million in 1987.

F. Alan Smith, GM executive vice president for operating and public affairs staff groups, saw his total compensation decline 20.86 percent last year to $1.10 million from $1.39 million because of less stock-option activity.

Lloyd E. Reuss, executive vice president for North American automotive operations, joined the ranks of the five top-earning executives in 1988. Reuss' total compensation last year was $1.5 million. His 1987 compensation was not reported.

The proxy disclosed that three directors will not seek re-election at the company's May 19 annual meeting in Detroit.

They are Atwood, who has been nominated as deputy secretary of defense by the Bush administration; Walter A. Fallon, former Eastman Kodak Co. president; and James D. Robinson III, chairman of American Express Co. The retiring directors will not be replaced.

PONTIAC

FROM PAGE 1

Automotive News first reported the existence of the scam, the resulting intensive General Motors warranty audit and the federal probe in April 1987. At that time, Pontiac said that the incidences of fraud were limited, isolated and involved only a few thousand dollars.

U.S. Postal inspectors are believed to be investigating at least one other zone.

The first indictments for fraud in the Detroit and Buffalo zones were returned in Detroit in February 1988.

One former Pontiac employee was indicted in that first wave in Detroit for fraud in both zones. He subsequently pleaded guilty to mail fraud charges. He had worked in both the Detroit and Buffalo zones and is believed to have carried the fraud with him from Detroit to Buffalo.

However, there seems to be no evidence to suggest the frauds in Chicago and Dallas are related to each other or the Detroit and Buffalo scams, according to federal investigators.

Typically, the Pontiac zone employees supplied phony vehicle identification numbers and induced or tricked Pontiac dealership employees to submit reimbursement claims for work that was never performed. The guilty zone employees then approved the phony claims, which were paid to accomplices or to aliases.

Pontiac was particularly vulnerable to this type of scheme because its system allowed zone employees to approve checks written by dealerships to customers with product defects not covered by warranty.

Zone personnel could "authorize Pontiac dealers to reimburse Pontiac owners for charges they had previously paid for repairs not directly covered under warranty," but "for defects for which Pontiac agreed to accept responsibility," according to the federal indictments.

As with a regular warranty claim, Pontiac dealers would write a repair order and submit a claim to the division. However, the repair order would not show normal parts and labor costs but would simply indicate that it was a customer refund.

The dealership would submit the non-warranty claim with a bill for repairs — supposedly submitted by the car owner who had his car repaired elsewhere — and the appropriate zone authorization.

The dealership would then write a check to reimburse the car owner and Pontiac would credit or reimburse the dealer.

The system allowed zone employees with the necessary approval codes — like assistant zone managers for service, as many of the guilty were — to approve payments for work that was never performed, frequently using vehicle identification numbers from scrapped vehicles in conjunction with accomplices or aliases.

Generally, the involved zone employees would simply take the bogus claim to a dealership and have unwitting dealership employees process it.

There has been no indication that other General Motors divisions suffered the same kind of systematic fraud.

A GM corporate spokesman last week said that divisional procedures vary on many matters — including refund and reimbursements for defects not covered under warranty.

In the most recent criminal developments, Michael J. Murray, former assistant zone manager for service in Pontiac's Chicago zone, pleaded guilty to two counts of mail fraud in U.S. District Court in Chicago.

On March 24, U.S. District Judge Ann Williams sentenced Murray to a six-month work-release program involving 1,000 hours of community service plus 4½ years' probation as part of a plea agreement with the U.S. attorney's office there. Williams also ordered Murray to make restitution of $27,000 to Pontiac.

Lloyd A. Novak, former district service manager in Pontiac's Dallas zone, pleaded guilty to two counts of mail fraud in U.S. District Court in Dallas. He had been indicted and arraigned on 27 counts of mail fraud but signed a plea agreement with the U.S. attorney in Dallas.

On March 16, U.S. District Judge Sidney Fitzwater sentenced Novak to four years in prison on one count, to be followed by five years' probation on a second. Fitzwater also ordered Novak to make restitution of $71,337.52 to GM.

Elaine B. Schneider, a Novak accomplice, was indicted with him, signed a plea agreement and pleaded guilty to one count of mail fraud. She was the first non-Pontiac employee to be charged as an accomplice in any of the cases. Schneider's role was as payee for some of the bogus customer reimbursements, according to the Dallas indictment.

She was sentenced to five years' probation and ordered to make restitution of $910.50.

Pontiac dealers whose dealerships were among those utilized by the guilty zone employees said that Pontiac changed its reimbursement procedures two years ago.

Although Pontiac still pays non-warranty claims, the dealers said, the division tightened control by issuing reimbursement checks directly to car owners at the zone level from a "sundry account," rather than by the dealerships.

One dealer said the division also seems to be "moving zone employees around more frequently" since the scam was uncovered.

The various scams disclosed so far involved 14 dealerships in the Detroit zone, eight in the Buffalo zone, seven in the Dallas zone and perhaps 10 in the Chicago zone. No dealership personnel were indicted.

In the the mid 1970s, several Chevrolet zones, particularly Boston, were hit with organized warranty fraud — known as "Motorgate" — stemming from phony claims submitted by dealers.

In 1974, a Chevrolet regional service manager who had been investigating the Motorgate fraud was murdered.

One dealer was found guilty of defrauding GM of more than $600,000 in the Chevrolet scam. That dealer and several of his employees were convicted of fraud in Massachusetts state courts.

TONKIN

FROM PAGE 3

beyond Tonkin's term as NADA president.

"They wanted a commitment that the effort wasn't just going to die out after they went through the trouble of standing up and being counted," Tonkin said.

Other members of the committee also expressed optimism after the meeting, although specific questions about content were referred to Baker.

"I thought it went very well," said Iowa dealer Max Holmes, who had initially expressed some reservation about participating in the committee. "We accomplished what we set out to accomplish, which was getting organized."

The committee adopted as its top priority halting the factory practice of subsidizing fleet sales to vehicle leasing and rental companies. But Baker said it is too early to say how the group will force factories to end the practice.

He downplayed the possibility of resorting to lawsuits and federal legislation to solve the problem. In a taped message distributed to 25,000 dealers last month, Tonkin said both avenues would be explored.

After the Orlando steering committee meeting, Baker said the alternatives of turning to Congress or the courts are "a last resort — absolutely our last resort on this issue."

Asked how the group planned to attack the problem instead, Baker said only that the group would "communicate with the manufacturers. That suggests some kind of compromise. We're just now mapping out how we will proceed."

Baker said a position paper will be published within the next week that will spell out the committee's plans. That paper will also be presented to the more than 300 dealer members of the Rough Riders, said Baker.

The steering committee also pushed the issue of "shifting factory costs" to the top of its grievance list, he said.

"That includes a whole wide range of costs that have traditionally been assumed by the factory, including advertising costs, APR (annual percentage rate) and carrying costs, which are slowly being shifted onto the dealer and which are gradually eroding dealer franchise profitability," he said.

He added that there was no discussion at the meeting of how to address that issue.

Tonkin's group is the latest effort to address complaints that have troubled dealers and factories for years. Manufacturers maintain that dealer grievances can be resolved through individual dealer council groups, but Baker said those councils are ineffective.

"Yes, dealers can bring a limited number of issues to the councils," Baker said. "The manufacturers listen, but the issues seem to stay there. Some issues have been on the table for 10 years. We need the carmakers to do more than listen. We need them to act."

Tonkin's effort to organize a dealer action group since he became NADA president in February has stirred up heated debate among some dealers who contend that a confrontational approach to factory relations would be a mistake. After Tonkin published a list of 200 dealers who he said had expressed support for the group, several on the list said they knew nothing about it and wanted no part of it.

"People have gotten the idea that we are going to be a confrontational group, and that isn't correct at all," Baker said. "What we hope to do is communicate with the manufacturers about what our concerns are. We kept the name 'Rough Riders' because it calls to mind the people who rode with Teddy Roosevelt, who volunteered to do a tough job."

Baker said he expected the process of resolving current dealer-factory squabbles to be a long-term project.

FLEETS

FROM PAGE 1

plants in the United States and Canada.

"As their capacity for retail sales fails to match their production capacity, you will probably see a more aggressive approach to the commercial world," said Bill Willis, Ford Division general fleet manager.

Virtually every leading Japanese importer is eyeing the fleet market except one — Honda. But even Honda may be softening its stand against selling cars to fleets.

"If it becomes necessary, then we will get into it, but we have no plans for fleet sales at present," said a company spokesman.

Meantime, Toyota, Nissan, Subaru and Mazda are organizing dealer delivery systems, rolling out attractive incentives aimed at fleet managers and adding fleet departments.

Mazda is developing a nationwide courtesy delivery program through its 840-member dealer body. It has signed more than 500 dealers. And for the first time it is offering a nationwide incentive program for fleets.

The most aggressive of the Japanese is Toyota, which apparently believes it can convince the nation's police departments to buy Camrys. This summer, it plans to make a return appearance at the National Association of Fleet Administrators' Law Enforcement Seminar/Workshop to pitch police fleet managers.

That would be a real coup because to gain a share of the fleet market, Japanese importers have to overcome an unwritten rule of the fleet industry: Buy American.

James Rallo, senior vice president of sales for Maryland-based PHH FleetAmerica, said 1.5 percent of the company's 1989 vehicle purchases were Japanese vehicles. The company has 285,000 leased or managed vehicles in its fleet. In the 1988 model year, Japanese vehicles accounted for 1.0 percent, up from 0.4 percent in the 1987 model year.

Although the numbers are relatively small, Rallo said there seems to be a growing acceptance of foreign products by American companies.

PHH FleetAmerica is the second largest leasing company in the United States. Its customers are leading American corporations.

Rallo said the company's current equipment recommendation list to customers included Toyotas for the first time in the 1989 model year, and Toyotas again made the list for 1990.

"The Japanese are serious players," he said. "Each year, they are demonstrating their intentions to respond to the fleet community more."

Rallo said the Japanese recognize they have to overcome the "buy American" stigma.

"If I were in an industry hurt by their products, then I might not want to buy Japanese vehicles for my fleet," said Rallo. "But there has been a tremendous turnaround by American companies to give thought to the Japanese because of the number of plants they have in this country and the number of Americans they employ."

Even smaller leasing companies like Mike Albert Leasing, Cincinnati, Ohio, hope to see more imports. Less than 1 percent of its 20,000 vehicles are Japanese vehicles.

"We will try to include some imports on our 1990 selector list," said company Vice President Robert E. Ryan.

One reason for such interest in Japanese vehicles is residual value, which is perceived as being higher on many of the Japanese models than comparable domestic models.

Leasing giant Wheels Inc., based in Des Plaines, Ill. declined to say whether it will put Japanese vehicles on its fleet selector lists.

But George Largay, manager of marketing, said the Japanese are becoming more aggressive even though Japanese vehicles are a negligible part of Wheels' 104,000-vehicle fleet.

"We are seeing an increase in our fleet because the Japanese are aggressive," he said. "They are beating the bushes."

Michigan-based McCullogh Leasing also will put Japanese vehicles on its 1990 selector list for the first time. The company, which says it is the fourth largest fleet leasing company in the United States, has 72,000 vehicles in its fleet portfolio.

"We are including them but only to the extent that they are domestically produced," said Paul Allmacher, vice president of marketing. "It is a very touchy situation because some of our customers are taking a beating from Japanese companies."

He said all foreign vehicles account for about 3 percent of the company's fleet and that there was a small increase in demand in 1988 compared to 1987.

For Japanese importers to be competitive in the fleet market, they have to create courtesy distribution networks using their dealers and make more cars available.

Domestic automakers have had such dealer networks in place for decades, enabling them to deliver a vehicle anywhere in the nation to an employee of a company.

Dealers receive a fee for preparation and delivery.

Toyota began organizing its dealer network for fleets three years ago. Unlike other Japanese importers, Toyota has always made some vehicles — mostly trucks — available to the fleet market.

"Toyota has set up a system to order vehicles and customers receive prompt delivery," said Allmacher. "We are not held to out-of-stock vehicles."

Rallo pointed out other trouble spots the Japanese will have to overcome: giving fleet managers a choice of vehicles and pricing consistently rather than negotiating price with each dealer.

"If we can't factory-order vehicles to customer specifications, then that will be a problem, too" he said.

Yet another hurdle the Japanese have to overcome is that they neglected the fleet market for so long.

"Many daily-rental companies and many commercial companies knocked on the doors of the imports for years, saying they wanted to use their vehicles in their fleets," said James Pirtle, director of fleet sales for Buick. "Distribution and lag time of ordering fleets and shipping across the ocean stopped them (the Japanese) from doing it."

Are the Japanese serious about gaining a share in the fleet market? Domestic manufacturers seem to think so. At any rate, they're watching their Japanese competitors closely.

Said Chrysler's Barton: "I don't know how they can make money. I don't know what their profit picture is per car. But when I see these things and see what they are guaranteeing or willing to pay, I say, 'Wow.' "

Added Jack Losch, director of fleet sales for Pontiac: "They are making deals that are tough. Thank God for the valuation of the dollar — that's helped us out tremendously."

Automotive News Reporters Mary Connelly, Michelle Krebs and David Versical contributed to this report.

CALIFORNIA

FROM PAGE 2

said John Rettie, editor of The California Report. But the significance is not so much Ford outselling GM, but how domestic manufacturers led by Ford are staging a comeback in the state where Japanese importers first established themselves, he said.

"This is where the Japanese got their start, and now there is a swing back to domestic cars," Rettie said.

A GM official dismissed January's California results as a fluke, possibly caused by heavy Ford rental-car sales, and said GM beat Ford Motor Co. by 1,900 registrations in February. But Ford has been making steady gains on GM for 30 months and has been close in recent months.

Ford's strength in California, where import nameplates captured 51.62 percent of the 1988 car market, is reflected in the January results. Ford took 22.57 percent of California new-car registrations in January, compared to its national share of 24.02 percent. Ford Division took 17.07 percent of the California January registrations, compared to its January U.S. sales share of 16.94 percent.

GM's California penetration is well below its slipping national share. GM's January share of California car registrations was 21.76 percent. In total U.S. registrations, GM captured 34.89 percent of the January market.

In January 1988, GM was well ahead in California with 22.27 percent of the car market to Ford's 16.67 percent.

"General Motors took a nosedive in California at the end of 1986 and never seemed to recover," Rettie said. "GM's trend line suddenly went from slightly declining at just under 30,000 a month in 1985 and early 1986 to steady at just over 20,000 a month.

"Meanwhile, Ford has gone steadily upward from just about half GM's sales 30 months ago to take a one-month lead."

Power's figures don't go back more than a decade, "but it might be the first time since the 1920s that Ford beat GM in California car sales," Rettie said. Months when GM was shut by strikes would be an exception, of course. In November 1970, for example, Ford Motor's national registrations more than doubled GM's and Ford probably won in California, too.

Ford sales executives in California say several models attractive to California buyers are responsible for the recent sales gain.

Mustang, Thunderbird and Probe are especially strong for Ford Division in California, said J.C. Collins, Los Angeles district sales manager.

The sporty, Mazda-built Probe "has been extremely well received since its introduction last May," Collins said. Importantly, Probe has not cut into sales of Mustang, which sells better in California than it does nationally.

Ford decided to continue the existing Mustang model rather than replace it with Probe, which opened a new segment for Ford. "Mustang is still considered the California car," Collins said. "We're getting two different buyers."

Jay I. Stark, executive director of North American vehicle operations, marketing and product planning staff for GM, said GM beat Ford in California registrations by 700 to 3,800 cars per month last fall and by 1,900 in February.

"The aberrant number is January," Stark said. "We beat Ford at the retail level of the business — individual households — but Ford outsold us by a wide margin in fleet sales, and no insignificant part of that is the daily rental business.

"They own a significant interest in Hertz," said Stark, who hinted that Ford may have put many cars into rental service.

Ford also owns a share of Budget Rent A Car Corp. But GM has an ownership interest in Avis Inc. and National Car Rental System.

"As far as February, it's back to a more normal kind of keel for both companies. Let the data speak. Data for January is unusual. We did beat them at the retail sales level," Stark concluded.

But Rettie said the January results are no fluke.

"Ford has almost caught GM two or three other months recently. The question is whether Ford can do it for an entire year," he said.

"If you include truck sales, Ford has a good chance. But cars alone, I don't think Ford will. Ford may hold a lead for the rest of the (1989) model year, but GM has more new product coming this fall than Ford does, and its California marketing is already firming up. I have a feeling that GM will turn it around."

Ford, while enthusiastic, also is reluctant to predict a calendar-year victory in California.

"GM is strengthening on the truck side and (Chevrolet) Lumina is going to be very tough," Collins said. "We had a good month, but can we do it for a whole year? I'll give a qualified yes."

Collins predicted that Ford will continue to gain in California regardless of what GM does. He is forecasting gains of more than one percentage point of market share for both Ford cars and trucks this year for the Los Angeles district, which includes Southern California, Arizona and southern Nevada.

Automotive News Staff Reporter Philly Murtha in Detroit contributed to this report.

U.S. trucks boost lead in '88 Calif. tally

LOS ANGELES — Led by a swing to minivans and larger pickups, domestic trucks increased their lead over imports in the California market in 1988.

Unlike California car registrations, where domestic and import nameplates split the market almost evenly, Big 3 trucks took 68.75 percent of their market last year, up from 61.22 percent in 1987, according to figures provided to J.D. Power and Associates' California Report by R.L. Polk & Co.

The gains were at the expense of the Japanese imports and Volkswagen.

The domestics' gain of 7.53 percentage points was shared fairly evenly by the Big 3.

Registrations of Chrysler Motors' Dodge, Jeep and Plymouth trucks rose 21.2 percent to 107,239, with market share rising to 19.47 percent from 16.95 percent.

General Motors also was up 21.2 percent, to 126,905, moving its share to 23.04 percent from 20.05 percent.

Ford posted the lowest Big 3 percentage gain in volume, up 14.4 percent to 144,386, but that boosted its share to 26.21 percent from 24.18 percent.

Winnebago accounted for the balance of Polk's market-share rundown each year.

BIG 3 CALIF. LIGHT TRUCK REGISTRATIONS

	1988	1987	Pct. change
Chrysler ..	107,239	88,466	21.2
Ford	144,386	126,234	14.4
GM	126,905	104,686	21.2

SOURCES: J.D. Power Forecast Division, R.L. Polk & Co.

While compact pickup registrations in California fell 7.7 percent to 206,914, two other segments jumped in popularity. Full-sized pickups rose 21.7 percent to 93,692. And compact vans soared 24.1 percent to 101,057 registrations.

Overall, state truck registrations totaled 550,803, up 5.5 percent from 522,004 in 1987.

The only imports with increased truck sales in 1988 were low-volume sellers Isuzu and Range Rover.

America Isuzu, which has been shifting its marketing emphasis from cars to specialty trucks, increased California truck sales 1.8 percent to 9,573 units, although its market share dropped to 1.74 percent because the state market was up 5.5 percent. British newcomer Range Rover sold 580 units last year, up 56.3 percent.

Total Japanese new-truck registrations dropped 14.9 percent as an unfavorable yen-dollar exchange rate and a 25 percent tariff on imported trucks continued to take a toll.

The biggest hits were taken by Suzuki, Nissan and Mazda.

Suzuki's California truck registrations fell 35.5 percent to 10,054, with market share off to 1.83 percent from 2.99 percent.

Nissan, although most of its pickups are built in Tennessee and are not subject to the import tariff, was off 25.8 percent to 34,002, dropping its share to 6.17 percent from 8.78 percent.

Mazda dropped 16.1 percent to 18,803 truck registrations, with share sliding to 3.41 percent from 4.3 percent.

Subaru, closing out its discontinued Brat, registered just eight trucks last year compared to 239 in 1987.

Toyota's pickup remained the state's most popular vehicle (ahead of Honda Accord) with 66,605 registrations, down from 1987. Toyota fell 8.4 percent to 79,081 trucks, with share slipping to 14.36 percent from 16.54 percent.

VW was off 31.6 percent to 2,224, a share decline to 0.40 percent from 0.62 percent.

PRODUCTION

Car output holds firm; trucks slip

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers scheduled assembly of 160,553 cars last week, slightly above (0.98 percent) the previous week's 159,001 but 2.74 percent below the year-ago week's 165,073.

So far this year, 2,218,853 cars have been built, 10.31 percent more than the 2,011,502 completed last year at this point.

Companies split last week's targeted build as follows: General Motors, 46.53 percent; Ford Motor Co., 26.49 percent; Chrysler Motors, 13.20 percent; Honda of America Manufacturing, 4.83 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.14 percent; New United Motor Manufacturing Inc., 2.49 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.28 percent; Toyota Motor Manufacturing U.S.A., 1.25 percent; and Diamond-Star Motors, 0.79 percent.

Truck production was estimated at 88,836 units last week, 4.14 percent below the the prior week's 92,671 and 4.71 percent below the year-ago week's 93,226.

Year-to-date, 1,342,690 trucks have been assembled, 7.98 percent more than the 1,243,437 built last year at this time.

Cadillac's Allante line was idle last week to cut inventories. Output was expected to resume today.

GM's Doraville, Ga., plant and Reatta Craft Centre in Lansing, Mich., are expected to reopen today. Both were idle to reduce inventories.

Chrysler's Jeep Grand Wagoneer line in Toledo, Ohio, was expected to resume operations today. The line was shut down to cut inventory.

GM scheduled overtime last Saturday at its plants in Lansing, Mich., Arlington, Texas, and Oklahoma City.

Ford slated overtime last Saturday at its Lorain, Ohio, car plant.

Truck total dips 13% in Canada

Last week's scheduled Canadian truck output dipped from the prior week and year-ago week as one plant was idle because of slow sales.

Targeted production of 18,787 trucks dropped 13.40 percent from the previous week's 21,695 and fell 6.81 percent below the year-ago week's 20,159.

Year-to-date, 299,773 trucks have been built, 5.04 percent more than the 285,394 completed last year at this point.

Chrysler Motors' Pillette Road plant in Windsor, Ontario, was shut down last week for inventory adjustment. The plant assembles the Ram Van and Ram Wagon.

Canadian automakers scheduled production of 22,696 cars last week, 2.20 percent more than the previous week's 22,208 but 3.97 percent below the year-ago week's 23,634.

So far this year, 297,055 cars have been assembled, 13.06 percent below the 341,671 built last year at this time.

U.S. CAR	Week Ended Apr. 15, 1989	Week Ended Apr. 16, 1988	Week Ended Apr. 9, 1989	Apr. to Date	Jan. 1 to Apr. 15, 1989	Jan. 1 to Apr. 16, 1988
Horizon	700	2,244	795	1,495	2,198	26,592
Sundance	2,200	2,581	2,361	4,561	34,656	31,735
Reliant	0	2,616	0	0	0	26,853
Acclaim	2,900	0	2,906	5,806	35,126	0
Caravelle	0	402	0	0	0	5,903
Gran Fury	0	454	0	0	0	3,313
Total Plymouth	5,800	5,379	6,152	11,952	71,982	94,396
LeBaron K	0	518	0	0	0	5,119
LeBaron J	2,700	1,926	2,667	5,367	33,869	17,762
LeBaron GTS	0	156	0	0	2,946	2,525
N. Yorker C-Class	1,800	2,532	1,534	3,334	35,787	33,124
Fifth Avenue	0	350	0	0	0	11,774
Total Chrysler	4,500	5,482	4,201	8,701	72,622	68,604
Omni	900	2,476	901	1,801	2,699	26,203
Daytona	1,800	1,914	1,924	3,724	32,323	16,883
Shadow	2,300	2,222	2,374	4,674	35,140	32,226
Aries	0	2,082	0	0	0	22,419
Dodge 600	0	493	0	0	0	5,112
Dynasty	3,300	2,087	2,697	5,997	47,038	33,291
Lancer	0	243	0	0	1,528	3,365
Spirit	2,600	0	2,771	5,371	32,557	0
Diplomat	0	553	0	0	0	6,946
Total Dodge	10,900	12,070	10,667	21,567	151,285	146,445
CHRYSLER MOTORS	21,200	25,931	21,020	42,220	295,889	309,445
Escort	8,606	7,733	8,628	17,234	98,408	99,135
Mustang	4,549	4,055	4,087	8,636	73,163	64,759
Tempo	3,363	4,676	3,304	6,667	49,455	60,087
Taurus	8,919	8,863	9,623	18,542	118,930	117,606
Thunderbird	4,127	3,455	4,025	8,152	54,467	48,114
Total Ford Div.	29,564	28,782	29,667	59,231	394,423	389,701
Topaz	2,137	1,721	2,169	4,306	20,903	22,910
Cougar	3,873	2,315	2,692	6,565	45,611	36,091
Sable	2,167	3,552	1,511	3,678	38,890	38,739
Total Mercury	8,177	7,588	6,372	14,549	105,404	97,740
Continental	1,439	933	1,668	3,107	22,009	13,189
Mark VII	480	467	546	1,026	8,576	7,697
Lincoln	2,875	2,800	3,331	6,206	40,150	43,763
Total Lincoln	4,794	4,200	5,545	10,339	70,735	64,649
Total L-M Division	12,971	11,788	11,917	24,888	176,139	162,389
FORD MOTOR CO.	42,535	40,570	41,584	84,119	570,562	552,090
Skyhawk	392	998	386	778	4,860	11,175
Skylark/Somerset	1,305	1,824	1,317	2,622	16,172	8,351
Century	2,050	3,602	2,055	4,105	35,981	24,335
Riviera	539	151	533	1,072	8,534	2,076
Electra	1,959	2,262	1,955	3,914	25,010	22,089
LeSabre (fwd)	4,980	2,805	4,970	9,930	36,554	37,846
LeSabre (rwd)	165	371	200	365	2,845	2,392
Reatta	0	161	196	196	1,976	1,313
Total Buick	11,370	12,[illegible]	11,612	22,982	131,912	109,577
Cimmaron	0	121	0	0	0	3,265
Eldorado	855	1,174	949	1,804	11,560	11,164
Seville	675	711	575	1,250	8,459	7,207
Brougham (rwd)	725	1,121	707	1,432	13,081	9,819
Deville (fwd)	4,960	3,512	4,904	9,864	67,258	56,409
Allante	0	65	75	75	1,003	735
Total Cadillac	7,215	6,704	7,210	14,425	101,361	88,599
Cavalier	7,751	7,134	8,357	16,108	119,146	99,867
Camaro	2,710	2,342	2,695	5,405	36,594	21,345
Celebrity	2,220	3,540	2,106	4,326	45,638	46,047
Corsica/Beretta	8,515	8,973	7,827	16,342	126,012	117,266
Caprice	4,705	3,987	4,800	9,505	61,158	57,327
Corvette	560	446	560	1,120	7,768	6,359
Total Chevrolet	26,461	26,422	26,345	52,806	396,316	348,211
Calais	2,295	3,065	2,318	4,613	27,935	30,392
Firenza	0	365	0	0	0	5,156
Cutlass Ciera	1,500	0	1,877	3,377	25,086	0
Cutlass Supreme	0	9,137	0	0	27,265	59,347
Toronado	179	477	170	349	3,275	5,177
88 (fwd)	3,449	3,774	3,268	6,717	47,098	47,080
88 (rwd)	130	324	185	315	2,222	3,918
Olds 98	2,184	1,578	2,187	4,371	28,254	27,406
Total Oldsmobile	9,737	18,720	10,005	19,742	161,135	178,476
Sunbird	3,125	2,062	3,557	6,682	44,226	31,627
Grand Am	6,060	5,315	5,308	11,368	75,391	69,810
Firebird	1,450	1,672	1,393	2,843	21,790	16,981
Grand Prix	4,030	3,364	4,000	8,030	42,407	29,591
Pontiac 6000	2,205	2,589	2,170	4,375	27,819	20,694
Bonneville	2,940	3,027	2,738	5,678	28,982	28,943
Safari/Parisienne	100	272	122	222	1,599	2,290
Fiero	0	492	0	0	0	5,765
Total Pontiac	19,910	18,793	19,288	39,198	242,214	205,701
GENERAL MOTORS	74,693	82,803	74,460	149,153	1,032,938	930,564
DIAMOND-STAR	1,268	0	1,037	2,305	11,659	0
HONDA	7,750	7,882	7,539	15,289	115,205	108,939
Civic	2,700	1,998	2,516	5,216	38,649	27,494
Accord	5,050	5,884	5,023	10,073	76,556	81,445
MAZDA†	5,038	1,995	4,988	10,026	71,527	20,679
NISSAN	2,060	2,574	2,331	4,391	33,948	25,224
NUMMI	4,000	3,318	3,994	7,994	58,028	47,277
Corolla	1,600	1,227	1,574	3,174	24,357	17,586
Geo Prizm/Nova	2,400	2,091	2,420	4,820	33,671	29,691
TOYOTA	2,009	0	2,048	4,057	29,097	0
VOLKSWAGEN	0	0	0	0	0	17,284
Golf/GTI	0	0	0	0	0	11,731
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	160,553	165,073	159,001	319,554	2,218,853	2,011,502
Total Cars, Canada	22,696	23,634	22,208	44,904	297,055	341,671
U.S., Canada Cars	183,249	188,707	181,209	364,458	2,515,908	2,353,173
U.S., Canada Cars and Trucks	290,872	302,092	295,575	586,447	4,158,371	3,882,004

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Apr. 15, 1989	Week Ended Apr. 16, 1988	Week Ended Apr. 9, 1989	Apr. to Date	Jan. 1 to Apr. 15, 1989	Jan. 1 to Apr. 16, 1988
Premier	1,275	1,650	1,020	2,295	14,885	20,881
CHRYSLER MOTORS	1,275	1,650	1,020	2,295	14,885	20,881
Tempo	3,360	4,347	3,360	6,720	50,014	62,166
Topaz	1,440	1,353	1,374	2,814	21,044	20,589
Crown Victoria	2,562	2,752	2,800	5,182	39,979	42,093
Grand Marquis	3,178	2,820	3,173	6,351	45,024	41,326
FORD MOTOR CO.	10,560	11,272	10,507	21,067	156,061	166,174
Celebrity	196	342	192	388	2,908	5,355
Cutlass Ciera	3,720	5,123	3,733	7,453	55,091	74,599
Lumina	3,998	0	2,911	6,909	15,660	0
Pontiac 6000	0	863	0	0	0	14,685
Regal	857	3,534	1,741	2,598	23,339	48,714
GENERAL MOTORS	8,771	9,862	8,577	17,348	96,998	143,353
HONDA	1,650	706	1,696	3,346	24,493	9,401
TOYOTA	260	0	228	488	2,059	0
VOLVO	180	144	180	360	2,559	1,862
Total Cars, Canada	22,696	23,634	22,208	44,904	297,055	341,671

U.S. TRUCK☆	Week Ended Apr. 15, 1989	Week Ended Apr. 16, 1988	Week Ended Apr. 9, 1989	Apr. to Date	Jan. 1 to Apr. 15, 1989	Jan. 1 to Apr. 16, 1988
Caravan	2,400	2,245	2,529	4,929	33,600	29,959
Dakota	2,500	2,826	2,324	4,824	33,539	35,[illegible]34
Mini-Ram Van	200	408	229	429	3,057	4,552
Pickups	2,500	1,378	2,325	4,825	33,520	17,553
Total Dodge	7,600	6,857	7,407	15,007	103,715	88,017
Cherokee	5,400	3,813	5,354	10,754	68,323	52,842
Commanche	600	1,037	693	1,293	10,279	14,441
Grand Wagoneer	0	350	0	0	4,383	4,165
Wagoneer	200	287	243	443	3,022	3,841
Total Jeep	6,200	10,687	6,290	12,490	86,007	75,289
Voyager	2,200	2,011	2,401	4,601	32,322	27,547
Total Plymouth	2,200	2,011	2,401	4,601	32,322	27,547
CHRYSLER MOTORS	16,000	19,555	16,098	32,098	222,045	190,853
Aerostar	4,975	4,308	5,770	10,745	74,278	66,895
Bronco	1,440	1,245	1,628	3,068	26,934	18,379
Bronco II	2,971	2,513	2,808	5,779	41,716	43,609
Econoline	5,199	5,104	4,997	10,196	74,258	74,972
Heavy trucks	1,696	1,339	1,323	3,019	20,650	19,830
Light trucks	11,586	10,381	11,921	23,607	164,119	151,529
Ranger	7,606	7,874	7,813	15,419	109,973	108,129
Total Ford Div.	35,573	32,764	36,260	71,833	509,928	483,343
FORD MOTOR CO.	35,573	32,764	36,260	71,833	509,928	483,343
Astro	3,298	3,922	3,788	7,086	52,427	52,046
Blazer	648	643	567	1,215	8,403	8,059
Mediums/Heavies	0	333	0	0	1,312	5,079
P-Model	715	839	796	1,511	9,438	11,702
Pickups	6,412	7,382	6,973	13,385	123,978	95,997
S-10	4,274	5,679	5,101	9,375	86,019	83,947
S-10 Blazer	3,594	3,954	3,905	7,499	57,822	46,386
Sportsvan/Van	1,997	1,685	2,263	4,260	28,801	22,724
Suburban	1,707	1,600	1,507	3,214	23,353	21,339
Total Chevrolet	22,645	26,037	24,900	47,545	391,553	347,279
Jimmy	139	172	133	272	2,514	2,680
Mediums/Heavies	0	908	0	0	1,496	13,425
P-Model	52	186	67	119	1,233	1,064
Pickups	3,111	2,029	2,641	5,752	36,165	31,336
S-15	1,033	1,550	1,258	2,291	20,137	20,286
S-15 Jimmy	980	1,189	1,076	2,056	16,448	11,714
Safari	697	986	796	1,493	12,450	13,506
Suburban	567	850	595	1,162	9,349	10,890
Vandura/Rally Vans	507	719	751	1,258	7,653	12,056
Total GMC	7,086	8,589	7,317	14,403	107,445	116,957
GENERAL MOTORS	29,731	34,626	32,217	61,948	498,998	464,236
NAVISTAR	1,920	1,854	1,883	3,803	26,086	25,758
NISSAN	2,162	1,677	2,763	4,925	39,963	38,547
AM GENERAL	450	450	450	900	6,570	6,660
MISCELLANEOUS	3,000	2,300	3,000	6,000	39,100	34,040
Total Trucks, U.S.	88,836	93,226	92,671	181,507	1,342,690	1,243,437

CANADIAN TRUCK	Week Ended Apr. 15, 1989	Week Ended Apr. 16, 1988	Week Ended Apr. 8, 1989	Apr. to Date	Jan. 1 to Apr. 15, 1989	Jan. 1 to Apr. 16, 1988
Caravan	3,090	2,992	3,652	6,742	46,112	44,961
Mini-Ram Van	354	337	324	678	3,204	4,114
Ram Wagon	0	560	686	686	8,513	7,[illegible]03
Ram Van	0	1,436	1,736	1,736	22,156	17,[illegible]10
Total Dodge	3,444	5,336	6,398	9,842	79,985	74,008
Voyager	2,700	2,741	3,316	6,016	40,164	41,673
Total Plymouth	2,700	2,741	3,316	6,016	40,164	41,673
Wrangler	1,700	1,071	1,851	3,551	24,033	15,192
Total Jeep	1,700	1,071	1,851	3,551	24,033	15,192
CHRYSLER MOTORS	7,844	9,148	11,565	19,409	144,182	130,873
FORD MTR. (lt. trks.)	3,648	3,648	3,658	7,306	51,433	58,[illegible]02
Light trucks	3,330	3,847	2,641	5,971	49,090	46,244
Vans	1,580	1,243	1,379	2,959	20,579	18,035
Total Chevrolet	4,910	5,090	4,020	8,930	69,669	64,279
Light trucks	1,550	1,268	1,581	3,131	20,922	23,322
Vans	565	780	605	1,170	9,882	10,323
Total GMC	2,115	2,048	2,186	4,301	30,804	33,645
GENERAL MOTORS	7,025	7,138	6,206	13,231	100,473	97,924
NAVISTAR	270	225	266	536	3,685	3,228
Total Trks., Canada	18,787	20,159	21,695	40,482	299,773	285,394
U.S., Canada Trks.	107,623	113,385	114,366	221,989	1,642,463	1,528,831

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.